

On Wheels

Full screen ad designed especially for the automotive industry. Combines the following functionalities: Image/video gallery, 360° view, 360° gallery, features/colors, drive to Store. Recommended to introduce new models and boost sales to new customers and brand lovers.

DEVELOPMENT

Requirements

- It must be sent: 360° View: 360° image of the interior of the car, 360° Gallery: At least 10 images from different angles of the exterior of the car, Spreadsheet with the mandatory fields completed to place the locations on the map: name, address, city, zip, state, country Images of the car in different colors Images of the interior and exterior of the car, Videos of the car if deemed necessary

Specs for Logan’s development

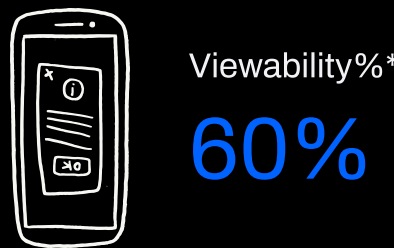
- Editable KV in .PSD or .AI format with embedded links or images, preferably vertical, larger than 384x615 px.
- Fonts used.
- High-resolution images, videos, logos.
- Links or HTML references for animation.

IMPLEMENTATION in the DSP

- Tags HTML5 y MRAID
Mobile: 320x480px,
Tablet: 768x1024px
- DV360:
We recommend disabling open measurement to access in-app traffic (higher CTR).

PMP®

Benchmarks



*Viewability% depending on the measurement system and DSP configuration.